

**IN THE SPECIFICATION**

Please replace paragraph [0090] with the following amended paragraph:

[0090] The present invention may also be utilized in connection with other applications in which the rendered images provide a means for advertising and otherwise advancing commerce.

Additional details concerning these aspects and uses of the present invention may be found in U.S. Provisional Patent Application No. ~~60/~~\_\_\_\_\_, No. 60/553,803, entitled METHODS AND APPARATUS FOR EMPLOYING MAPPING TECHNIQUES TO ADVANCE COMMERCE, filed on even date herewith, Attorney Docket No. 489/7, the entire disclosure of which is hereby incorporated by reference.